master development plan

California State Polytechnic College
published by the associated students, california state polytechnic college, san luis obispo, california
Architect's drawing of the proposed administration group. From the first annual catalogue of the California Polytechnic School—May, 1903.
Heron Hall, newest of the boys' dormitories — 1929.
The Administration and Home Making buildings as seen through the arches of the Science building — 1925.
In the early 30's a southern view of the campus showed the beginnings of the expansion program.
Fifty years ago Cal Poly was nothing more than an idea. It had no past. At times, its planners weren't all too sure of its future. Now, fifty years later, it's easy to disregard the struggles that shaped history. It's too easy, perhaps, to think only of the present and plan for the future. But this yearbook deals with the past—and, primarily, with a school year that always will be remembered by those who made it.

Yet, EL RODEO, 1951, seeks to extend that past even further—to remind those present that today was built on many yesterdays—also to refresh the memories of those still with us who remember at first hand our younger eras. This, then, is a memory book. We have made it an album, with the format borrowed from another fashion. The layout, however, is from contemporaries. Thus betokening a story from the past—a use in the present and future.

In this book, with its parade of past to present from page 1 to page 224, page 224 is by no means the end. It is only a point in the perennial panorama of Poly Progress. Paradoxically, EL RODEO, 1951, a memory book, points to the volumes and volumes that year after year will be added to page 224. Faith in this institution—the swelling acceptance of its principles and philosophies—will add those volumes.

From Presidential Hill in 1931. The president's house had been built for three years.
California Polytechnic School campus as seen from what is now Radio Hill — 1910.
In May of 1903 the first of Cal Poly's publications was written, printed and distributed. It was a small catalog, and listed in it were three faculty members, a course of study which took most of one page, and an architect's drawing of two buildings then under construction. There was little else to write about even though the school had been an institution since 1901.

That small catalog was the beginning of recorded history at Cal Poly, history which, of course, does not record an uneventful march toward bliss. But as the pages grew, they built a testimonial to the lives of people who for a time had a job to do. To symbolize their achievements, these same people have a golden monument: Cal Poly, 1951.

Lest they be forgotten in this our Golden Anniversary year, EL RODEO, 1951, pays them respectful tribute, and adds its pages to the now-huge library of Cal Poly's record.
in memoriam

OSCAR F. LUCKSINGER
CHARLES P. RODRIGUEZ
DALE R. ELLANSON
LEWIS STEVE TUDOR
JOHN PATRICK ALEXANDER

And the gates of it shall not be shut at all by day: for there shall be no night there.
Revelation 21:25
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The faculty entertained at the first open house — 1906.
administration

Ben R. Crandall
President, California Polytechnic School, 1922—1933.
A half-century ago Cal Poly began as a small school dedicated to teaching the "hand as well as the head." That ideal has withstood the test of time. The school is recognized today as a pioneer and leader in the field of occupational training on a college level.

The little academy with a handful of graduates has grown to a four-year, fully accredited state college. The number of students graduating in 1951 exceeds the total number of students enrolled during any school year in the first 35 years.

Cal Poly is successful because it is providing a type of education which is wanted and needed. We've learned that the world is anxious for young men who have not only college background but actual ability to put that background into immediate useful action.

Whatever success this college has achieved in making such educational opportunity available to the youth of this State has come as the result of the work of many people—not the least of these are our hundreds of former students whose success is the measure of the college's success.

Julian A. McPhee, President
Reorganized this year under a new administrative set-up, the college deans have changed both in personnel and in areas of responsibility. Instructional divisions remain the same with the exception of a new name, Liberal Arts replacing the former Science and Humanities.

A new position, Executive Dean, was created and a new name, Dean of Students, replaced the Dean of Student Welfare. The Dean of Students, the Executive Dean, and the Dean of Engineering are new men on the job although only one, Everett M. Chandler, is new to Poly students.
Marvin Haagberg, Richard Hall, and M. C. Martinsen focus their attention on one of the nine cylinder radial engines in the aero engine shop.

LESTER GUSTAFSON
department head, aeronautical engineering

Robert Needham and Alden Turner take a brief turn at the compression-tension testing machine in the aero strength lab.
Ralph Hoover, Clive Remund, and Henry Clay discuss the merits of the telescopic alidade in farm surveying.

William Kirkpatrick, Ray Parsons, Erle Campbell, and John Dunn have a confab as Campbell rolls into the farm shop in one of the jeeps.

Ralph Bille, Robert Wallace and Leo Sankoff catch some conversation by the tool box.

agricultural engineering

JAMES F. MERSON
department head, agricultural engineering
agricultural journalism

KENNETH KITCH
department head, agricultural journalism

William Bush and John Healey examine some salon portraiture. Critic Bush is not satisfied with its reproduction possibilities.

Bob Kennedy and Ken Kitch, super public relations men, compare a few new layout ideas.
NORMAN C. SHARPE
department head, air conditioning and refrigeration engineering

Carl Moore, I. G. VanNest and Orvie Highum ponder a refrigeration problem.

Charles Knokey, Ted Groves, and George Green fit a heat exchanger in one of the large AC lab units.

air conditioning and refrigeration
Rollin Lander, chief swine husbandryman, takes a moment off from the hogs.

Richard Johnson prepares to sort out a few ewes from the upper sheep corral.

Lyle Hoyt and Spelman Collins give a thesis the once over.

LYMAN BENNION  
department head, animal husbandry

animal husbandry
John Algeo is caught in a moment of serious conversation.

Don Bower catches up on the day's correspondence after a tussle with the steers.

George McNeely is not amused.

Dr. Roscoe Balch and Dr. Dean Lindley, college veterinarians, take a short refresher on the bone structure of the horse.
architectural engineering

Hans Mager and George Brown develop a new problem to throw to the design classes.

George Hasslein and Bill Ricker take a critical look at a neat model.

RALPH B. PRIESTLEY
department head, architectural engineering
and Dr. R. C. Hatfield and Dr. Frederick Essig try notes on the development of a new culture.

David Thomson, Dr. Eugene Bovee, and Dr. Robert Hoover take notes on the development of a new culture.

Biological science

Dr. R. C. Hatfield and Dr. Frederick Essig try the same examination on two new microscopes of different types.
Ken Boyle and George Drumm catch up on the latest between batches in the Dairy department pasteurizer.

Dr. Henry Tranmal, Ken Boyle and Russell Nelson line up for a formal shot outside of the Dairy department office. Boyle has his ever-present cigar.

GEORGE M. DRUMM
department head, dairy husbandry and manufacturing

dairy husbandry and manufacturing

Norman Gould, Dr. Arthur Butzbach, and Bob Maurer are all interested in Maurer's "report for active duty" papers.

HUBERT H. SEMANS
department head, education and psychology
electrical engineering

George Abel and Kermit Eckert test a motor armature on a bench growler.

E. C. GLOVER
department head, electrical engineering

E. C. Glover, Fred Steuck, and Warren Anderson take a look at the wiring diagram of the welding control unit on the bench to their left.
Clarence Radius, Ellis Roney, Don Bowen, Fred Bowden, Kenneth Watson, Gerald Peterson, and Harry Wolf examine a standing wave detector. The detector, complete with diagram was a senior project.

electronics and radio engineering
John Riebel, Agnes Howe, and Morris Gorter find the end of the day a somewhat trying time.

John Mackey, Pearl Bayless, Louis Shepherd, and Dr. Paul Pendleton line up some new work books. The joke came from the audience.

William Leary, James Smith and Ena Marston, prepare to shoot a few questions at Charles Long.
field, fruit, and truck crops

PAUL DOUGHERTY
department head, field, fruit, and truck crops

Ralph Vorhies and Stanton Gray inspect a graft cutting.

Paul Dougherty and Gordon VanEpps check the quality of sample Lima beans.

Reynold Lonborg and John Talbott compare two seed specimen samples.
Leo High, Charles Elston, and John Woodworth plan strategy for coming finals.

C. E. Hanshew, Ralph Weston, Milo Whitson, and Dave Cook get the latest "learn-by-doing" from the latest text.

John Alderson, Claude Purzel, A. L. Colwell, and Clyde Fisher unknot a tough one before they give it to the boys.

DR. MILO WHITSON
department head, mathematics
Keith Mikesell, Robert Reece, and Paul Weller catch up on the current issue of "Home Plumber." Reece's cigar, well-chewed, rests temporarily in the ash tray.

Gerald Ellis, Russell Freemyers, and Robert Johnston develop another drawing for the freshmen engineering students.

THOMAS ZILKA
department head, mechanical engineering

Clifford Anderson, Hugh Haroldson, and J. O. Richardson find some new lecture material in one of the library's technical periodicals.

Right—Bob Conkling, Enrico Bongio, and Richard Wiley, welding instructors, make a tough one tougher for the welding design classes.

For Right—Leo Rogers, F. F. Whiting, Ellard Betz, and C. C. Richards machine a precision fixture on the new vertical milling machine.
ornamental horticulture—

WILBUR B. HOWES
department head, ornamental horticulture

H. P. "Davie" Davidson glares at the sour note—psst! It's coming from the first trumpets.

Wilbur Howes and Howard Brown pause after a look-around in the ornamental hort gardens.

music
physical science

T. M. Rickansrud, Vance Lewis, and Lewis Hammit wait for the inevitable students with questions.

Forrest Milham and Dr. A. L. Houk take a new look at the course content listed in the current catalog.

Bruce Kennelly, Theodore Matthew, and John Hardy are likewise consumed with waiting.


WOODFORD E. BOWLS
department head, physical science
Leo Snokoff, Richard Leach, and Dr. Roscoe Balch keep in extra-wide touch with the poultry industry through trade magazines.

A. M. "BERT" FELLOWS
department head, printing

C. Herald Gregory, Kenneth Watson, Guy Culbertson, and Bert Fellows admire the amazing complexity of one of the printshop's mixer linotypes.
maintenance engineering

Dr. Logan Carter, Dr. Arnold Dean, and Dr. Lawrence Alban concentrate three brains on a laboratory analysis.

Thomas Hardgrove
department head, maintenance engineering

Wyatt Masters and Mel Simonette plan their coming lectures from the dope on new developments in the building trades.

soil science

Dr. Logan S. Carter
department head, soil science
A. N. CRUIKSHANKS
department head, social sciences

social science

A. N. Cruikshanks and Thomas Nolan compare viewpoints on a new library picture book.

James McInerny, Ralph Dilts, and Eugene Rittenhouse, of history, political science and econ fame, respectively, get "shot" before running to a meeting.
Gene Brendlin, Edward Rogers, and Gus Beck examine "Western Horseman."

J. Phillip Bromley pores over reference material before delivering one of his amazingly organized lectures.

Gene Smith, Howard O'Daniels, and Roy Anderson find the library lounge a good place for a chat.
Shirley Farrar, Major J. C. Deuel, and A. L. Colwell of the Dean of Students office wait for the next patient.

Leo Philbin, registrar, has a tough problem making out a workable examination schedule.

JAMES McGRATH
administrative assistant

BILL TROUTNER
supervisor of resident students

JOHN JONES
placement and alumni secretary

administrative services
Ladies of the Recorder's office, Pat McCormick, Dorothy Peipenbrink, Ruth Meily, Betty DeWees, Sammie Dodds, Edna Bromley, Lois Marvel, and head recorder Mrs. Mabel Camp make a graceful picture on the Administration building lawn.

Kathryn Rowland, admissions secretary, smiles in the midst of an evaluations program.

The Guidance Center staff, O. B. Nereson, head, Lenore Stratton, secretary, and Senia McCann, psychometrist, add to their already bulging files.
Out front is Poly's number one public relations contact. Olga Martinson is an information bureau, a switchboard operator, and a friend in time of need.

Over in the President's office are: Leona Boerman (secretary to the president), Norma Roberts, and Irene Horvath.

The General Office staff includes a number of Poly's only coeds. SEATED: Eddie Doherty, Eva Furtado, June Powell, Donna Steele. STANDING: Peggy Grossini, Jeanne Clow, Beth Lyon, Violet Fingal, Mary Johnson, Marlene Ferrini, Dora Heydenfeldt, Elizabeth Roy, and Owen Servatius, in charge.
Across the street the library holds peaceful sway with its staff, FIRST ROW: Helen Blair, Arthur Stobbe, Marcus Gold, George Hunter, Shirley Pedranti. SECOND ROW: Mary Lou Barker, Gloria Silacci, Pat Riley, Lolita Giddens, Margaret Lane, Esther Wright (assistant librarian), Jane Faires, and Lee Dye.

Accounts, money, and finances keep this staff busy: Eva Mecebo, Cathrine Nolan, Jeanette Calie, Nan Haynes, Mary Lee Green, Doris Dilworth, Ena Hoxie, Dora Heydendfeldt, Lena Gianolini, Teresa Mills, and Steve Hickenbottom.

FRANCIS S. ALLEN
head librarian
To keep the Poly fleet rolling 30,000 miles a month requires this crew: M. Meacham, F. Franklin, D. Sims, J. S. Carrington (head), C. Bell, C. Murphy, E. Seely, K. Hall, L. Heyd, C. Burton, I. Butterfield, E. Herom, W. Reed, J. Elliot, J. Moir, J. Murphy.

With Poly in its expansion stage, Ralph Miller, superintendent of buildings and grounds, keeps the telephone well-warmed and the telephone directory well-thumbed.

Chief engineer John Perozzi, Robert Smith, Mike Terrill, and Harold Nash, all of power house and utilities fame, are a cheerful lot of characters.
The post office crew keeps busy answering the question, "Is the mail out yet?" They are: Don Johnson, George Rugge, Dale Strunk, Phil McMillan (postmaster), Ray Ruegg, and Harold Staff.

Night or day the Health Center staff is on call. They are: Otto Ambiel, Harlan Bishop, Kathryn Weskamp, Dr. E. S. Maxson, Mrs. Imogene Gow, and Bob Olds.

El Corral gathers its staff members from branches far and near. The ladies are: Mrs. Edna Young, Diane Engle, Adele Meckfessel, Margaret Murphy, Mildred Aness, Nancy Schlegel, Doretta Tong, Minnie Sleeter, Nora Kastening, Sunny Hughes, Doris St. Clair, and boss Harry Wineroth.
The main entrance — 1910
classes

President McPhee cemented into place the plaque of the class of '48.
DON JOHNSON
president

KEN SAVAGE
vice president

GURDON MUNGER
secretary

JOHN ANDERSON
treasurer

JACK ONETO
sac representative

Senior class president Don Johnson takes a trial cut with the traditional tree planting shovel. Seniors have been planting trees with this implement since 1906.
VICTOR A. AARON
P. E. Degree
RAYMOND M. ALDEN, JR.
Air Cond. Tech.
RAY E. ALEXANDER
Ag. Eng. Tech.
DHARI S. M. ALHARDAN
Ag. Eng. Tech.
JACK W. ALLURED
Air Cond. Tech.
CARL I. AMEND
Arch. Engr. Degree

DONALD D. AMES
Poul. Degree
WILLIAM AMLING
Ag. Insp. Degree
ARNOLD K. ANDERSON
Aero. Engr. Degree
DALE E. ANDERSON
Aero. Engr. Degree
JOHN A. ANDERSON
El. Engr. Degree
JOHN H. ANDERSON
seniors

WILLIAM F. BELDEN
A. H. Degree

RAYMOND L. BELLI
Arch. Engr. Degree

HARRY A. BELLOWS
Aero Engr. Degree

RICHARD C. BENDIX
Crop Prod. Degree

PETER J. BENEDETTI
Dairy Manfg. Degree

GEORGE L. BERGST, JR.
Aero Engr. Degree

JOHN A. BEST
M. E. Degree

MAURICE P. BIDART
A. H. Tech.

STANLEY G. BILLINGSLEY
M. E. Degree

WILLIAM BIRK, JR.
M. E. Degree

WAYNE R. BITTINGER
O. H. Degree

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Ag. Insp. Degree

LLOYD BLACK
Ag. Insp. Degree

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Soc. Sc. Degree

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Arch. Engr. Degree

CARL R. BOONE
Soil Sc. Degree
seniors

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Air Cond. Tech.

ROBERT L. BRISTOW  
A. H. Degree

DAVID W. BROCK  
Ag. Insp. Degree

BEREND BROERSMA  
D. H. Degree

DEAN A. BROWN  
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WILLIAM W. BROWN  
Truck Crops Degree

STEWART BROWN  
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Crop Prod. Degree

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Soc. Sc. Degree

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El. & Radio Engr. Degree

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Aero. Engr. Degree

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Aero. Engr. Degree

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A. H. Degree

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E. E. Degree

EDWARD M. COSTA  
O. H. Degree

CHARLES H. CREIGHTON  
Ag. Insp. Degree

EWING COLVIN  
E. E. Degree

LUCIEN COSTEODOAT  
Ag. Engr. Degree

LYMAN B. CRITTENDEN  
Pou!. Degree

JOSEPH S. COMBER  
M. E. Degree

BRUCE W. COWIE  
Pou!. Degree

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JAMES L. COOK  
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M. E. Degree

ROBERT A. CRUSS  
Bio. Sc. Degree

IVAN O. COOPER  
Air Cond. Degree

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Fruit Prod. Degree

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ROBERT A. DANBOM
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Phy. Sc. Degree

WALLACE E. KIRBY
E. E. Degree

RICHARD K. KIRSCH
Soil Sc. Degree

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JAMES C. KNADLER
D. H. Degree

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M. E. Degree

CHAS. KOHLENBERGER
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AL. B. KOLAR
E. E. Degree

HERBERT K. C. KOP
M. E. Degree

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A. H. Tech.
Serge Krepenko
O. H. Degree

Charles J. Kruse
El. & Radio Engr. Degree

William F. Kyle
El. & Radio Engr. Degree

William P. La Croix
Arch. Engr. Tech.

William L. Larramendy
A. H. Degree

Darrel E. Larsen
A. H. Degree

John C. Larsen
Air Cond. Degree

Harold B. Lee
D. H. Degree

John L. Lemke
M. E. Degree

Frank L. Lemmon
M. E. Degree

Thomas L. Lennon
A. H. Degree

Edward A. Lesky
Air Cond. Degree

Max E. Levy
D. H. Degree

Robert F. Levy
A. H. Degree

William Lidderdale, Jr.
P. E. Degree
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WAYNE E. LIVINGSTON
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CALVIN T. LOHMAN
Ag. Insp. Degree

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Aero. Engr. Degree

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Soil Sc. Degree

RICHARD D. McNISH
A. H. Degree
DAN McNIVEN, JR.
Arch. Engr. Degree

FELICITO I. MAJARUCON
Aero. Engr. Degree

JOHN C. MANNING
Ag. Insp. Degree

EARL L. MARASCO
Ag. Engr. Degree

PHILLIP C. MARTINELLI
Ag. Insp. Degree

DAVE C. MARTINEZ
Crop Prod. Tech.

JESUS T. MARTINEZ
Air Cond. Tech.

LLOYD E. MARZOLF
Air Cond. Tech.

LLOYD E. MARZOLF
Air Cond. Tech.

WILLIAM D. MATHISEN
El. & Radio Engr. Degree

RAY H. MARNACH
Air Cond. Degree

ROBERT H. MARSHALL
A. H. Tech.

ALBERT I. MARTIN
E. E. Degree

WILLIAM E. MARTIN
M. E. Degree

GUY A. MATZINGER
M. E. Tech.

MINORU MAYEDA
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ROBERT J. MEYER  
Ag. Insp. Degree  
HOWARD E. MITCHELL  
Crop Prod. Tech.

WALTER MAYER  
M. E. Tech.  
LYLE D. MICHAELIS  
M. E. Degree  
K. S. MOLDAVE  
Paul. Tech.

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E. E. Degree  
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El. & Radio Engr. Degree  
DONALD W. MOLZAHN  
El. & Radio Engr. Degree

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GLENN A. MINDER  
El. & Radio Engr. Tech.  
JUNIOR A. MOLZAHN  
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Aero. Engr. Degree  
JOHN H. MINER  
Soil Sc. Degree  
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A. H. Tech.
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ROY K. MUTO
Math. Degree

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El. & Radio Engr. Degree

EDUARDO NARRO
Arch. Engr. Tech.

FLOYD S. NEFF
M. E. Degree

CLARENCE W. NEHER
M. E. Degree

MELVIN C. NELSON
Air Cond. Degree
WILLIAM J. NICHOLAS  
Ag. Insp. Degree

ARTHUR C. NICHOLSON  
Arch. Engr. Degree

FRANKLIN E. NIELSEN  
Truck Crops Degree

ALFRED NILSEN  
M. E. Degree

TORLIEF NORHEIM  
Aero. Engr. Degree

ROBERT G. NORMAN  
A. H. Degree

RICHARD E. OLSON  
Aero. Engr. Degree

JACK W. ONETO  
E. E. Degree

HAROLD C. NORDAL  
Fruit Prod. Degree

TARIO M. ORFALI  
Crop Prod. Degree

ERIC NORDQUIST  
M. E. Degree

TOMMY S. OSHITA  
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DOUGLAS L. OSTMAN
Air Cond. Tech.

TAIT J. OSTREM
E. E. Tech.

WILLIAM F. OTTMAN
Sail Sc. Degree

CHARLES OVERHOLTZER
A. H. Tech.

DOUGLAS L. OSTMAN
Air Cond. Tech.

NORRIS L. PALMER
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E. E. Degree

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BERNARD V. ROGO  
Paul. Degree

RICHARD M. ROHR  
Crop Prod. Degree

RALPH ROSE  
Math. Degree

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Aero. Engr. Degree

PAUL J. RUSH  
Arch. Engr. Degree

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A. H. Degree

KARL K. SAGIMORI  
O. H. Degree

KENNETH M. H. SAVAGE  
A. H. Degree

HENRY T. SCHENDEL  
Soc. Sc. Degree

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El. & Radio Engr. Degree

LES SCHMID  
Ag. Engr. Tech.

CLARENCE B. SCATES  
Ag. Engr. Degree

GUSTAV A. SCHMIDT  
E. E. Tech.

R. SCHNACKENBERG  
Fruit Prod. Degree
HERBERT E. SCHNEIDER  
D. H. Tech.

RAY SEPEDA  
D. H. Tech.

IRVING M. SHEPARD  
D. H. Degree

FRED SCHOENFIELD  
A. H. Degree

EVERETT F. SETZER  
A. H. Tech.

JAMES M. SHEPARD  
A. H. Degree

DONALD E. SCHUETT  
D. H. Degree

ROBERT G. SEVIER  
P. E. Degree

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Aero. Engr. Degree

WALTER SEABORN, JR.  
Ag. Engr. Degree

MAURICE E. SHAPIRO  
Printing Degree

RODGER D. SIEMS  
Ag. Engr. Degree

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El. & Radio Engr. Degree

MOHAMMED SHARIVAR  
El. & Radio Engr. Degree

ROBERT B. SILLIMAN  
Air Cond. Degree
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A. H. Degree

DOSS F. SIMS
P. E. Degree

OMERY C. SMITH
E. E. Degree

THOMAS A. SOUZA
A. H. Degree

ZAIN SIMONSON
M. E. Degree

CHARLES L. SPENCER
El. & Radio Engr. Degree

PAUL D. SIMPSON
P. E. Degree

ROLAND D. SKINNER
Air Cond. Degree

ROY A. SKOVER
Air Cond. Degree

FLOYD F. SMITH
E. E. Degree

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Ag. Insp. Degree

EDWARD J. SPUHLER
Math. Degree

WILLIAM F. STAIRS
El. & Radio Engr. Degree

JOHN K. STARK
Math. Degree
HARRISON B. SMITH
Fruit Prod. Degree

HOWARD L. SMITH
Fruit Prod. Degree

JIM T. SMITH
Poul. Degree

HUBERT B. STARKEY
M. E. Tech.

Dwight L. Stephenson
El. & Radio Engr. Degree

Joseph J. Stark
O. H. Degree

Hubert B. Starkey
M. E. Tech.

Dwight L. Stephenson
El. & Radio Engr. Degree

Kenneth T. Stewart
A. H. Tech.

Frank O. Stock
A. H. Tech.

James W. Storey
A. H. Degree

John R. Strahm
O. H. Degree

Robert D. Strong
D. M. Degree

Douglas Strathearn
Crop Prod. Tech.

Dale N. Strunk
E. E. Degree

Ernest C. Strickland
A. H. Degree

Irving Swain
P. E. Degree

James L. Sutton
A. H. Degree

Lennart H. Swan
E. E. Tech.
LAWRENCE L. SWICK  
Air Cond. Tech.

WARREN SWINGLE  
E. E. Degree

ROBERT B. SWITZER  
O. H. Degree

HOLLIS M. SWISHER  
A. H. Tech.

YANG S. TAN  
El. & Radio Engr. Degree

PATRIC Y. M. TAM  
O. H. Degree

ELIAS TAPIA, JR.  
Ag. Insp. Degree

JOHN S. TARABULA  
E. E. Degree

RICHARD L. TERRIL  
O. H. Tech.

JITSUO R. TERUYA  
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M. E. Degree

EUGENE H. THOM  
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M. E. Degree

DOUGLASS E. THORNE  
D. H. Degree

ELBERT R. THURMAN  
E. E. Degree
HOWARD P. TILLOTSON  EMIL L. TIONA
P. E. Degree  Air Cond. Degree

JAMES F. TONG
M. E. Degree

WILFRED J. TRETHEWAY  ROBERT M. TYSON
A. H. Tech.  Aero Engr. Degree

ALFRED E. TUCKER
E. E. Degree

MELVIN L. UPTON
Air Cond. Degree

HAROLD VANLANINGHAM  HOWARD J. VIellenAVE  EARL E. VIPOND
Fruit Prod. Tech.  Sac. Sc. Degree  M. E. Degree

RAYMOND VISSER
A. H. Degree

LEONARD H. VITKIN
D. M. Degree

ARTHUR F. WALDEN, JR.  EDWARD C. WALLACE
Fruit Prod. Degree  A. H. Degree
seniors

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Ag. Engr. Degree

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M. E. Degree

HOWARD C. WHEELER
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FRANK M. WHITE, JR.
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A. H. Degree

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Soc. Sc. Degree

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E. E. Tech.

JAMES T. WEIDENKOPF
Math. Degree

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Poul. Degree
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P. E. Degree

WILLIAM E. WILSON  
Fruit Prod. Degree

WILLIAM R. WILSON  
A. H. Degree

LOUIS A. WITT  
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M. E. Tech.

NOBORU YONAMINE  
Poul. Degree

RICHARD YRACEBURU  
A. H. Degree

ROBERT S. ZETTERBERG  
A. H. Degree

ROBERT R. WILCOXON  
Fruit Prod. Degree

RAWLE R. WILKINS  
O. H. Tech.

STANLEY J. WILLCOCKS  
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LYTLE R. WILLIAMSON  
E. E. Degree

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Math. Degree

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A. H. Degree
The Juniors, the proud pappas of the Frosh-Soph Brawl, met a large problem in officiating the push ball event. The day was growing late, the contestants weary, and the push ball heavy. The sponsoring Juniors, however, pulled off a good show.
A real gut-strainer was the tire drag event of the Frosh-Soph Brawl. With superior guts, the sophs won the event and ultimately clinched the whole show from their hapless Frosh brethren.
In October a group of Frosh led by class president Bill McNab gathered forces and gave the "P" a much needed repairing and repainting. The group consisting of Joseph Barrigar, Werner Dreifuss, John Dunn, Alfred Gerrie, Martin Lion, Bill McNab, and Alfred Roark were taken up the hill by tractor driver George Middlecamp and were supervised by class advisor Claud A. Purcell.

BILL McNAB
president

PAT VALLADO
vice-president

CHARLES JACOBSON
treasurer

ROBERT LASHER
secretary
activities

California Polytechnic Cadet Band—1916
Minstrel show as seen at the Athletic Carnival—1916
JIM DOWE
Student Body President

DOUG THORNE
Student Body Secretary

BILL LIDDERDALE
Student Body Vice-President

student government
Under the able administration of Jim Dowe, Bill Lidderdale, and Doug Thorne, student body president, vice-president, and secretary respectively, the student body functioned as a well oiled machine.

A vote of thanks is also due to the Student Affairs Committee for their capable legislation, and to Harry Wineroth and Helen Osborne for their very efficient handling of the business end of the student body activities.
Harold Wineroth, Graduate Manager, confers with assistant Helen Osborne.


Publications Board

Functioning as a publisher’s board of directors, the Board of Publications and Publicity Control administers the affairs of the five student body publications. The board appoints editors, establishes budgets, sets journalistic style, and clears all outside student body publicity.

Don Johnson
Board Chairman
STEW PETERS
Editor in Chief


LARRY CARTER
Business Manager

el rodeo

GEORGE HAYSLIP
Photography Editor
Work, sweat and blood was all that Stew Peters promised the El Rodeo staff in September and how prophetic Stew's words proved to be. Now after nine months of arduous toil, the staff presents with pride, its portrayal of Cal Poly, its men, their work and play.

Editor Peters' capable staff was manned by a hand picked group of hard working editors and photographers. Frank White was the man behind the business desk, George Hayslip ram-rodred the photos, Lloyd Fellows put the Cal Poly Clubs on paper, Chuck Dofflemyer catalogued the years' activities, Don Bovee "shot" the faculty, Bob Millar was in charge of classes and Harry Keeler acted as an administrative assistant. Larry Carter filled in for Frank White upon the latter's departure from school. The photography experts were Roger Johns, Cas Szukalski, Jim Tangi, John Reid, Ed Lesky and Hank Worley.
A small smoke filled room. A group of tired, sallow faced youths crouch over their desks, swearing softly. An evil sweat shop? A den of iniquity? No, just the El Mustang staff trying to meet that deadline.
The nucleus of Sumners staff is shown at the right. These men handled their specific duties with Technique of which any newspaper could be proud.

Russ Pyle admires work of famous Poly cartoonist, Dick Tice. These two men coordinated their efforts to produce the Frosh Handbook.

Ten thousand copies of the attractive Poly Royal Brochure were sent to every state and to many foreign countries.

Have you ever picked up a copy of the Podunk Falls Weekly News and found mention of a Cal Poly event or activity? How did it get there? The News Bureau keeps Cal Poly in the public eye by disseminating publicity releases to newspapers all over California and throughout the United States.

No self respecting roooter would be seen on game night without a copy of the Goal Post clutched tightly in his hand. This authoritative poop sheet, not only kept the fan informed on who made that T.D., but supplied interesting background material about the participating teams.

The Poly Royal Brochure served as guide to the thousands of guests Cal Poly receives each year at the annual “Country Fair on a College Campus.” Orchids to George Golding for a terrific job publicizing the years’ most important activity.

Dedicated to the confused, bewildered and perplexed, The Frosh Handbook told the lowly freshmen where to go, how to get there.
Music for millions describes the Collegians activities. The smooth crew not only furnished music through the year for Joe Mustang and his dance date but also managed to tour the upper San Joaquin Valley in a series of one night stands. Then it was back to San Luis Obispo for the annual Home Concert, an event that the student and townspeople look forward to with eager anticipation.

Drum majors Bob Montgomery and Art Gandy, discuss new band stunt with Music Director, H. P. Davidson.
No Mustang rooter could keep his heart from beating just a little bit faster when the band came on the field at half time. A superior musical organization in every respect, they looked sharp, played magnificently and pleased everyone.
Four mellow gentlemen comprise the Collegiate Quartet. LEFT TO RIGHT: D. Kirsh, J. McMurdie, R. Moffet, G. Ray.

Combos

Good things come in small packages and these two organizations proved to be a bundle of entertainment. Several assemblies were brightened by the appearance of the Quartette and the Majors and Minors. Away from home the groups performed during the San Joaquin Valley tour.

The glee clubs tour of the San Joaquin Valley brought new honors to this group, already famous throughout California. At the Home Concert their musical offerings were met with enthusiastic response. Each year the glee club records a few of their most popular numbers and are assured of a quick sell out of the albums.
The spark behind the Mustang spirit. When the spirit begins to fizzle the ra ra boys can always be counted upon to fan the flames.
Don’t let annoying green scum scare that lovely coed away. Use this new super bristle multi-purpose tooth brush, not only does it give your teeth that new pearly white appearance but is also handy in scrubbing floors, walls and sink drains. Cal Poly student demonstrates proper dental hygiene.

Sometimes the study grind proves too much of a burden to bear and results in the situation pictured here. Students strive to revive their slacking fellow scholar.

Where the Poly man hangs his hat is often a long ways from the home corral. Men living in the dorms hail from every state in the Union and from foreign countries all over the world.

The dorms serve not just as a place to sack out, however, for the occupants form a social group participating in group recreation whenever possible.

It’s great to get up in the morning but it’s greater to stay in bed. Poly denizen drops what he is doing and grabs his socks before hitting the deck.

Learn by doing. Student consults text book while practicing floor mopping.
Cal Poly welcomes the alumni back to the campus each year by staging a gigantic homecoming celebration. Here you see the classy Mustang band leading the long procession of floats and skits exhibited in the Homecoming Parade.
"Julius McFoo" and "Newt Barlow", (Class of '06) laid 'em in the aisles at the Homecoming Assembly.
The Poly Royal Board functions as an administrative body which coordinates all work connected with Poly's annual extravaganza.
Miss Gloria Demers, Cal Poly's queen of the 1951 Poly Royal, ruled vivaciously in her whirlwind two day reign over her 2400 male subjects.

Gloria was first introduced to the student body in October, at which time she was taken on a tour of the campus.

The duties of a queen were not new to Gloria, for she had served as a Homecoming Queen at her own college, San Diego State.
Waitin' for the train to come in with Queen Gloria on board were 500 Poly students, escort Doug Thorne, and KVEC announcer Steve Lampkin with portable microphone.

Coach Leroy Hughes unveiled his 1951 grid machine by staging an intersquad game for Poly Royal spectators.

It looks like a close squeeze as Poly pastimer hits the dirt. Not so the score. Mustangs 11, Aggies 2.

Starter Bob Conkling (left) keeps a close watch during the final event of the Cal Poly Penguins' field meet Friday afternoon.
Four pretty princesses, Arlene Rodney, Minerva Dana, Betty Brown, and Karen Hewlett, take a few turns on the power plant steam engine.

The ladies' nail driving contest went over with a bang. Thumb thumpers shown here are Queen Gloria and her court.

Looking down the midway. A record crowd of Poly Royal guests thronged to the carnival to try their luck and skill.

A southpaw and right hander warm up on the carnival dart range.
Over in the Bio Science department, Dr. Eugene Bovee "operates" on Joe for the benefit of an interested audience.

Saturday was wet. So gallant escort Doug Thorne prepares to bridge the gutter for Queen Gloria. He didn't really use the coat. He carried her across.

David, two year old son of Mr. and Mrs. Don Ames, gets a first hand sample of a baby chick at the Poultry department exhibit. He liked the chick, wanted to keep it.

An explanation of a motor dynamometer occupies the attention of two young and lovely visitors to the Electrical Engineering laboratory. The lucky explainer is Jim Hanan.

Danny Rogers rapidly loses his position of dominance on a wild cow in one of the wild and wooly action events of the Poly Royal Rodeo. The Rodeo men presented their show in spite of a muddy arena and a cold, windy day.
Twenty-five hundred crowded couples jammed the huge Camp San Luis Armory and jostled each other happily to the music of the "Collegians."

Old queens never die, they just fade away. 1950 Poly Royal queen Lois Butcher Watson abdicates throne to Her Majesty Gloria Demmerson (seated).
clubs
Club Barbecue, 1951
Alpha Phi Omega is the only national service fraternity on campus. Zeta Omicron Chapter was organized to provide a distinctly service organization for the student body. This group sponsors the Film Society, aids at registration, sells A.S.B. cards, carries on worthy drives, acts as special events agents, and in general is active and useful. This year the chapter participated in the national convention at Des Moines, and also sponsored the Far West Regional Convention here in San Luis Obispo.


Left to right: Dale Anderson, vice president; A. Gable, publicity; Wayne Bittenger, secretary. **ON TOP**: Bill Greer, treasurer; John Askins, representative; Bob McCabe, president.
Both the Architecture Club and Department devoted the year to advancing relationships between themselves and the practicing profession. A student chapter of the American Institute of Architecture was formed on campus. Field trips were taken to Los Angeles and San Francisco. Several speakers of prominence in the architectural profession addressed club meetings. Social activities included barbecues, beach parties, and were climaxed by the Beaux Arts Ball.

Architectural Engineering students level area for Architecture Department patio. Finished patio shown below.

LEFT TO RIGHT: Ray Smith, secretary; Carl Amend, president; Bob Holm, vice president; Norman Burns, treasurer.
A group of aspiring engineers, members of the Mechanical Engineering Club, are organized to promote interest in their chosen profession through field trips, special speakers and social activity. They have an excellent opportunity to gain friends and to obtain knowledge of the industrial world in which they will be employed in the future.
The Society of Automotive Engineers is a technical organization devoted to the promotion of the arts, sciences, standards and practices of engineering. The student branch of S.A.E. at Cal Poly advances these aims by inspection trips, guest speakers, student speakers and attendance at regular society meetings. Chartered only three years ago, it is now eighth in membership in the nation.

CLUB OFFICERS, left to right: Alan Kindrick, treasurer; Robert Faires, president; William Martin, vice president; Edward Whitney, secretary.
One of the many aims of the Society of Agricultural Engineers is to acquaint members with other students in the department and with figures from the many allied industries in the field. Toward this end the Society this year made a field trip to the Bay area where they toured the Caterpillar Tractor Company plant and the Ames Sprinkler Irrigation Company. A major social event emphasizing this aim was the annual reunion banquet held in conjunction with Poly Royal.
A small, exclusive departmental club, the Mathematics majors are organized for the promotion of their analytical knowledge. In addition, the club has assumed the direction of the student union project.
The political service organization of Cal Poly, International Relations Club promotes better understanding of national and international affairs among Cal Poly students. The club sponsored activities for United Nations Week, a forum for national elections, a program for Brotherhood Week, and a forum for city elections.
Though handicapped by an unusually small membership, the Penguins are considered one of the most active campus clubs. They escorted the Homecoming Parade and sponsored the Penguin Prance. During Poly Royal they maintained an exhibit, a carnival booth, and performed in a riding stunt show. Race meets, cross country runs, or leisurely Sunday rides followed by a barbecue are scheduled nearly every week.
Although one of the smaller clubs on campus, the Inspectors proved to be a close-knit, active organization. The members were mostly seniors who had transferred from San Dimas campus. However, they quickly fitted in with their northern brothers and became an important addition to campus life. This year's activities included a pot luck supper attended by the men and their wives or girl friends, sponsoring of the Inspector Hop and a stag party given by William Troutner, advisor for the group.
young farmers

"Cal Poly Chapter Number One", California's first chapter of the Young Farmers, under the guidance of advisor Carl G. (Gus) Beck this year added several new activities to an already full program. Presenting a student talent show and taking charge of refreshment sales at athletic events were some of the outstanding endeavors of the year. Membership in the Young Farmers is open to all students in the college.
Cal Poly's Christian Fellowship Club was organized for the purpose of providing a center for encouragement of spiritual growth in Christ as it is seen in the Bible, and for the developing of fellowship with other Christians. This purpose is accomplished through weekly Bible studies, prayer meetings and get-togethers with similar groups from other colleges.
"Better school spirit," the aim of Kappa Rho, was evident upon examination of their operating calendar. The three projects launched by this service organization were: to obtain a banner for the rooting section, to donate to the school a large trophy case for all of Cal Poly's trophies and to obtain and maintain a bulletin board for all events and meetings held on campus. Kappa Rho also found time to conduct the Crusade For Freedom drive and helped with the sale of student body cards.
Highlight of the year was invited attendance at the Pacific Coast Mechanical Printing Conference in Los Angeles. Printers from nine western states gathered for discussion of printing problems. Capturing the 1949-50 intramural basketball championship, the team again defended its title this year, led by Captain Cliff Lee. During Poly Royal, students conducted over 1200 guests through the department on a tour demonstrating printing production methods.
Organized in January 1931, the Poultry Club maintains as its prime objective the familiarization of its members with the latest developments in the industry. This it does with the aid of guest speakers, all experts in their respective phases of the industry. Activities for the year included the club's annual turkey banquet, motion pictures, department sponsored field trips, a picnic at the county park, and an annual chicken fry.
Activities of the Collegiate Future Farmers of America are aimed at acquainting members with aspects of agriculture teaching which are better learned by doing than by the usual classroom instruction. Members assist the Bureau of Agriculture Education staff with the State FFA convention and the State Final Judging Contests, and sponsor a Sectional FFA Field Day and Public Speaking Contest. The Collegiate FFA is the official student club for all prospective agriculture teachers.
The Chase hall Social Club, in its second year as an organization, has promoted a full schedule of events for club members. Social engagements have been held with various sororities in Santa Barbara and Fresno. Various stag parties and dances were held through the year. Open house was maintained during Homecoming and again during the Christmas formal. To round out activities, members take an important part in the intramural sports program.
Kane O’ Hawaii, an organization composed entirely of students from Hawaii, promotes friendship between its members and a better understanding of the college and student body. This year’s activities began with a welcome party for new students from Hawaii on September 23, under the co-chairmanship of Fred Dang and Jitsuo Teruya.

The club’s musical group under the direction of Arthur Watson won the Talent Contest Plaque for the second consecutive year. The club was also represented in many intramural sports. Two other important club activities were the “Hawaiian Night” dance and a Hawaiian feast.
Gamma Pi Delta, an especially honored honorary agricultural organization since it was the first on campus, requires a high level of scholarship and active extra-curricular participation from its members. The fraternity has been active in the promotion of livestock judging teams, campus events, and agricultural public relations.
The Cal Poly Ski Club was organized as a social club for men interested in skiing or learning to ski. As a step forward, the club's ski team took part in intercollegiate competition this winter with other western colleges.
In January 1950, the Cal Poly Soils Club was formed to promote extra-curricular activities in the field of soil science. This organization annually sponsors field trips to other areas of the state to study soil and crop conditions. Social activities are mostly confined to obtaining prominent speakers and films on soil science. The club's main events of the year included sponsoring of a school dance, "The Pilgrim Hop," and presentation of an expanded Poly Royal exhibit.
Los Lecheros provided three judging teams which successfully competed against colleges over the nation. The senior dairy cattle judging team placed fifth at the national intercollegiate contest at Waterloo, Iowa. They were hosts to the Annual California Jersey Cattle Club meeting, entered a float in the Homecoming parade, sponsored the annual Butter Ball and conducted the campus Cerebral Palsy drive. T. R. Knudsen and Frank Hopkins, two outstanding California dairymen were chosen as honorary members at the club’s annual banquet. The G. M. Drumm Trophy was awarded for the first time to the three “outstanding dairy students” of the year: Joe Cardoza, Bob Clark and Lawrence Borba.

Award Winners of the Poly Royal Dairy Showmanship Contest.

LEFT TO RIGHT: G. M. Drumm, team coach; Bob Johnson, Lawrence Borba, and Berend Broersma, members of the Judging team which placed fifth at the national intercollegiate contest held at Waterloo, Iowa. The team won the Ayrshire trophy for being the high team in ayrshire judging among 28 other colleges and universities.

T. Knudsen, Yard Shepard, Frank Hopkins and G. Drumm seen admiring the trophies won by the judging teams and the G. M. Drumm Trophy which was awarded to the three outstanding senior dairy students.
Organized for only two years, Rodeo Club members have become widely known in intercollegiate rodeo competition. Footing their own expenses in representing Cal Poly at many events, they climaxed their season by taking first place at the famous Cow Palace meet in March. Their program made more history by presenting the first Poly intercollegiate rodeo in May.
The 200 members of the Boots and Spurs Club are Animal Husbandry majors who aspire to further the extra-curricular activities of the department and to promote better understanding among the students and persons interested in the livestock production field. This year the club has become a member of the Block and Bridle which is a national organization. Every year they sponsor the Poly Royal barbecue, stock show and the rodeo. In the spring they also have the All College Judging Contest, which is open to every student at the college.

The student branch of the Institute of the Aeronautical Sciences is a recognized chapter of IAS. The basic mission of the Institute of the Aeronautical Sciences is to facilitate, by all available means, the interchange of technical ideas among aeronautical engineers in this country and abroad. Its meetings, local and national, provide an open forum for the testing and evaluation of new ideas.

LEFT TO RIGHT: David Fuller, recording secretary; Milo Price, honorary chairman; George Bergst, treasurer; Clinton Sherburne, vice-chairman; Charles Johnson, corresponding secretary.
Lettermen at Cal Poly have belonged to Block P since the group was organized in 1921. The club seeks to enlarge sports activity through intramural competition, has instituted a scholarship program, and works with the athletic department in promoting sports events. Members are required to be lettermen in either a major or a minor sport.
Purpose of the Maintenance Engineering Club is to encourage closer association among the Maintenance Engineering students, and to stimulate interests in the various aspects of plant engineering. Among the club’s activities for the past year were a clambake, a float in the Homecoming Parade, and participation in intramural sports.
The California Student Teachers Association is organized to stimulate professional ethics and attitudes among students training to be teachers, to improve educational service and teacher welfare and to foster active cooperation between student groups of teacher training institutions through state conferences sponsored by the California Teachers Association. Programs included a teacher panel discussion on "A Beginning Teacher's Problems", a discussion on employment and services by the County Superintendent of Schools and the State CSTA Advisor.
Again this year 16 teams turned out to compete for top honors in the 1951 intra-mural bowling league. The teams could be seen each Monday night in serious competition at El Camino Bowl. The annual barbecue was held at the end of the bowling season for members and their guests.
Jespersen Dorm, located next to the football field, houses 52 aggies, athletes, and engineers. The function of the club is to promote friendship and fellowship among the dorm residents, and to create more social and extra-curricular activities. The club won first place in the Homecoming Parade this year. It plans another Christmas party next year and also a party to initiate the famous newly engraved "coffee" mugs.


electronics
The activity of the three clubs in the Electronics and Radio Engineering Department is integrated so that three basic characteristics are emphasized, that of professional, hobby, and social. The Institute of Radio Engineers, Inc., stresses not only the dissemination of knowledge of the theory and practice of electronics and other related fields of engineering and science, but develops professional attitudes through guest speakers from the field, planned tours to electronic corporations, and by taking an active part in the regional conventions of the national I.R.E.

Informational use of leisure time captures the interest of the Amateur radio club (W6BHZ). This organization maintains a two-fold function of furthering widespread relations between amateurs and handling radio messages.

The Electronics Club relaxes somewhat in the atmosphere of social activity and represents the department officially for the college.
ornamental horticulture

Living up to its reputation as being an alert organization, the Ornamental Horticulture Club encouraged campus athletics, fostered social activities and promoted extra curricular activities in the different phases of professional horticulture. Club activities began early with a barbecue at Morro Bay followed in March with the club-sponsored dance, The Leaf Hopper. The 3rd Annual Poly Royal Flower Show was another highlight of the club's activities.
The Cal Poly Aeronautical Club seeks to perpetuate the interests of aviation and aeronautics education and to provide an adequate social program for its members. Highlighting this year’s activities were an outstanding float, entered in the Homecoming Parade, participation in intra-mural sports and campus activities.

Bill McDowell, president of the Aero Club prepares for takeoff as Jim Crum, treasurer; Dick Hall, advisor; and Keith Thompson, secretary, look on.
The Technical Air Conditioning Society offers the student a means by which he can familiarize himself with the refrigeration and air conditioning industry through speakers and numerous field trips. Student body functions reach through the department club to the member when the club sponsors activities at Homecoming and Poly Royal. The club coordinates activities of the air conditioning students and alumni. And it provides members with social activities such as barbecues, dinners, and club meetings.
It is the aim of the Air Conditioning Engineering Club to develop the attitudes of a professional society and to acquaint its members with problems to be met in the field. By sponsoring speakers, dinners and picnics members are entertained and through guests and forums are kept informed of the latest developments in air conditioning. Recognition of club members by the American Society of Refrigeration Engineers was the main accomplishment of the club this year.
Professional in scope and activity, the Poly Phase Club actively promotes a program of guest speakers, technical papers from its members, field trips, and student scholarship. The club is large, one of the largest on campus. The group is active in student body politics, maintains a general interest for the welfare of the industrial division.
The Physical Education Club is organized to stimulate wide and intelligent interest in health, physical education, and recreation. Through programs it helps to disseminate information to students about important trends and developments in the field. It aims to advance standards of teaching and leadership and to cooperate with local, state, and national health and recreation associations. One of the club's prime purposes is to promote social and professional cooperation between physical education majors and the faculty.
The Crops Club combines students majoring in field, fruit and truck crops and the citrus majors from San Dimas into a departmental club which has become one of the largest and strongest on campus. The club's varied social activities for the year began with an open house at the home of the club advisor, Paul Dougherty. A fall picnic at Morro Bay with a Shish-Kebab feed was staged by several foreign student members of the club. A gala Christmas party...
and a barbecue climaxed activities. Maintaining strong alumni contacts, the club sponsored dinners at Homecoming and Poly Royal for returning alumni. Very active in the field of intra-mural sports, the club won the touch football championship and lost the basketball championship in the final play-off. Also active in student affairs, the club took third place for their entry in the Homecoming parade for the second year in succession.

CROPS CLUB 1950 INTRAMURAL TOUCH FOOTBALL CHAMPIONS

FIRST ROW, left to right: Lemuel Dominguez, Ugo Lea, Don McClelland, Dick Mosbarger, Earl Moroni, Ian Cook.
SECOND ROW: Bob Mott, athletic director; Max Johnson, team manager; Don Liming, Bert Stinson, Owen Bird, Louis Witt, Bud Walden, Joe Bauernschmidt.

FIRST ROW, left to right: Dino Petrucci, vice president; Louis Witt, president; Don McClelland, treasurer; Ugo Lea, secretary.
THORNTON LEE
all time cal poly athlete
Leroy "Roy" Hughes became the first full-time athletic director in Cal Poly history this year. The former Menlo JC athletic director joined forces with Robert Mott, director of physical education, to furnish Cal Poly with one of the most capable physical education departments on the coast.
Seated from left to right: Don Chambers, Harry Winroth, Roy Hughes, Howard Heilman, Bill Maxwell, Bill Troutner, and John Healey.
Nineteen-fifty wasn't a winning season on the local greensward. Won and loss columns indicated it wasn't even impressive. But those who followed the Saturday night engagements of the Poly gridmen circle the year 1950 with red pencil. In the freshmen year of the Hughes three-year plan, the silvered-haired gentleman from up Menlo way began a slow morale building program. Not deep in material, but deep in determination—a determination that led players to believe—"we may be beat, but we will be beaten as a team."

**LEROY HUGHES**
head coach

**BOB HERWIG**
line coach

**SHELDEN HARDEN**
assistant coach

It all started the sunny first morning of last September when Coach Roy Hughes assembled his team in Poly stadium.
Rolling out from under fall wraps, Coach Leroy Hughes' 1950 Cal Poly Mustangs found Pepperdine College waiting at the top of the list. Roy Richards, celebrating his first year in CCAA competition, came up with an eight man line along with quarterback Phil Daher and end, Jack Bighead. The combined talents of quarterback Al Gomes and halfback Bob Newman failed to hold a second period 5-0 Poly lead. Pepperdine stormed back in the second and third quarters for a 20-12 win.
After an alert Freeman Ahrens set up an early 7-6 Mustang lead by recovering a fumble deep in Fresno State territory, the Mustangs found themselves unable to master a Bulldog passing attack which netted the visitors a 31-7 win. Despite outstanding ball carrying by Rich Loomis and Bob Newman, the Mustangs suffered their second CCAA setback in as many weeks of competition.
Keith "Pappy" Slaughter's punt return is met by the host Santa Barbara Gauchos' force. The blue and gold hilltoppers took a hard-earned 20-7 decision.

It was a happy but somewhat dazed group of Mustangs who celebrated their first victory of the year following the annual meeting with Redlands University. Coach Cecil Cushman's Bulldogs from the heart of the citrus belt were not considered serious contenders, but the final 20-14 count tells a different story. The Mustangs scored the winning margin with six minutes to go in the final period when Joe Sankene connected with a jump pass to Jack Knighton.
Occidental's Patterson field furnished the site for an unlucky Friday the 13th battle between the Mustangs and Osy's Tigers which ended in the locals third defeat of the season, 24-14. Brilliant running by Doss Sims and defensive work of Leon Jackson was not enough to offset two costly disputed decisions.

Redlands center, Don Smith (72) moves in to lend helping hand as his teammate bags down in the Mustang secondary. Bill Hobbs (45) prepares to apply the finishing touches. This one belonged to Poly 20-14.
It was Bud Loftus night at Poly Stadium October 21 despite the fact that the Stanford junior varsity Braves added insult to injury by walking off with a 15-14 victory. The 1950 Mustang captain from Van Nuys did everything but take tickets, returning to the opening line up for the first time since practice sessions injuries forced him to the sidelines early in the year.

Stanford Braves

Scotty McKay (9) does a wardance for the Stanford Braves as Cal Poly defensive men Bob Thomsen and Paul Fischbeck (11) attempt to break up the festivities. The sky rained Green and Gold tears as the Mustangs lost their scalps and a 15-14 ball game.
Almost superhuman efforts of Bob Dooley, Bob Newman and Al Gomes went for naught as Cal Poly failed in its third attempt to win a conference game, dropping a La Playa stadium decision to the Santa Barbara Gauchos. Bob Thomson and Jack Frost were standouts on defense but the Mustang's offensive unit couldn't hang onto the ball long enough to score. Santa Barbara scored first and last in the 20-7 conquest.

santa barbara
Chico College and Southern Oregon provided the Mustangs with their only extended winning streak of the season. The San Luis Obispo delegation romped all over Chico's Wildcats 45-13 as a partisan homecoming crowd roared their approval, and continued their winning way by downing Southern Oregon in an Ashland engagement 45-6 the following week. Captain Bud Loftus and Bob Newman carried the offensive punch while Rod Harvey, Jack Frost, Ernie Briggs and Freeman Ahrens held up the defensive unit.
Bob Newman tries, but to no avail, for an AI Games pass. Ernie Briggs, giant Mustang tackle, attempts to hold his ears in the background. Mustangs lost their final game of the 1950 season 35-21, to Bradley of Peoria, Ill.

Final CCAA grid champions, San Diego State, were ready to settle for a scoreless tie when they met Coach Roy Hughes' Mustangs in the knee deep mire of Poly stadium. Weather conditions read extremely muddy and the final score read 12-8 as the Poly eleven dropped a real heartbreaker. A Mustang winning touchdown was scored late in the third period only to be called back by an offside penalty. Newman and Loftus again led the rushing columns. Keith "Pappy" Slaughter brought the fans to their feet with a 40 yard kickoff return.

CHARLES SKELLY
end

DICK HURLBURT
tackle

HOWARD HEILMAN
guard

JIM YAEGER
guard

ERNIE BRIGGS
tackle
A thrill packed turkey day game greeted the thin crowd that witnessed Cal Poly's first meeting with a team from east of the Mississippi. Saving the best for the last, Coach Hughes' team tied the Thanksgiving Day score on three different occasions only to lose in the final period 36-21. Line crashing Bill Hobbs played the greatest game of his Poly career while Bob Newman and Bud Loftus also came up with outstanding performances. Leon Jackson and Jack Frost terrorized the Braves with their defensive antics.
The most talent laden turnout in Cal Poly history greeted Coaches George Prouse and Chuck Lang when freshman practice got under way during mid-September. Numerous were the names of all-city, all-state, and all-conference selections. Numerous also were 10 sec., 100 yard speedsters. Fielding a starting line proved difficult, but picking a starting backfield proved an even greater task for the frosh mentors.
Leading the Colt backfield from the quarterback slot was gutty Ron Davey from Hawthorne's Leuzinger high. In the fullback position was Davey's high school teammate, Johnny Lewis, 200 pound speedster who made all-CIF selections while at Leuzinger. Furnishing speed at the halfback positions were Jim Sampson, former San Francisco Poly high grid artist, and Alex Bravo, Santa Barbara high school all-CIF selection in 1948. Standout in the line was Stan Sheriff, two year all-city center while playing at San Francisco's Washington high.
Likable Ed Jorgensen, who would rather part company with his right arm than lose a basketball game, celebrated his fourth year of coaching at the Mustang institution this season, with the best cage record in the history of the San Luis Obispo campus. Should things go right with the selective service, the popular mentor may see his dreams for a conference championship materialize next season.
Twenty-two games won, eight lost, first place at the Fourth Annual Redlands Invitational, runner-up honors at the First Annual Los Angeles State Invitational, four men on All-CCAA selections and numerous shattered school records well sums up Cal Poly basketball activity during the winter campaign of 1950-51. It was the year a lanky lad from Simi named Strathearn, a transfer from Long Beach CC named Nichols, a Compton CC product named Ziemer, a diminutive forward from Delphi, Indiana named Wood, and a ball hawking guard from San Jose named Frederick met for the first time on the Poly courts and helped produce Cal Poly's greatest basketball team in history.
Ball hawk Jerry Frederick attempts to perform a bit of thievery against George Pepperdine's Hugh Furlong. A few seconds later Frederick was on the court, a victim of Furlong's elbow.

It was a year that saw the fast-breaking Mustangs romp over pre-conference season competition without hardly working up a sweat. Whittier, Redlands, Pomona, Long Beach State and Santa Barbara fell in order as the Mustangs lost but one of their first 11 games, a 56-67 decision to the semi-pro Santa Maria Dukes.
Referee Frank Barnhart gets the inside dope from Poly spectators who point accusing fingers at Pepperdine's Ken Milo. Poly's Frank Kerker (8) was the victim.

Highlights of early season play was the Fourth Annual Redlands Invitational tournament. The Mustangs won three straight over Pomona, Redlands and Whittier to carry away the first place trophy. In the opening round of play, Doug Strathearn broke a school and tournament scoring record by bucketing 31 points against the Pomona Sagehens. Ed Nichols won top honors by being named the tourney's most valuable player. Both Strathearn and Nichols were chosen on the All-tournament quintet.
A slight dispute arises following the Fresno tilt when fans, players and officials mixed in the biggest rhubarb of the year. Fresno’s Roosevelt gym was the setting for the Mustangs upset at the hands of the lightly regarded Bulldogs. Mustang forward Paul Simpson is center of attraction.

Moving into CCAA circles the Mustangs’ performances resembled those of the “little girl who had a little curl right in the middle of her forehead.” They managed to better Santa Barbara and San Diego State on two occasions, winning single games from Los Angeles State and Fresno. Pepperdine again proved to be the stumbling block with two convincing victories in two outings over the local five.
When Hank Moroski departed for graduate work at Stanford last June, there were many that firmly believed that Cal Poly had seen the last of All-CCAA performers, but conference coaches disagreed this season. Practically unanimous choices to the honored list were Doug Strathearn, playing his senior year of competition and Ed Nichols, outstanding junior from Long Beach City College. In the process, they established a new season school scoring mark of 333 points. They both tied at the mark in the final game of the season. Also named to the honored selection were Dave Ziemer, second string, and Billy Wood, honorable mention.

PAUL SIMPSON  
forward

LEIGH EMMERSON  
center

BOB TOMLINSON  
guard

Poly's Dave Ziemer goes high to score two against Fresno State college while Doug Strathearn (17) sets for the rebound. The Mustangs ran wild to even their season record against the Bulldogs from the valley.
Ed Nichols, Al (CCAA) forward, sinks two of his record-shattering points as former season scoring record holder, Hank Maraski (5) looks on for San Francisco YMI. Paul Simpson (9) races in from outer court while Paul Holm (6) former Santa Clara University great prepares for rebound.
Frank Kerker battles for ball under Poly basket with Fresno State's Flip Darrow and Don George forming the opposition. Larry Madsen (18) Mustang pivotman watches from the background.

### SEASON SUMMARY

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<td>San Francisco YMI</td>
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frosh basketball

Though very often hidden in the limelight of their big brothers, the Frosh nevertheless showed signs of brilliance in completing a successful season.
Games with the local merchant’s teams rounded out the Frosh schedule for 1950-51.

You don’t have to be tall, but it helps! Bell, the Frosh’s high-altitude center, moves in to use his seven foot height to an advantage during the Poly-Fresno engagement.
Hampered by inexperienced material and plagued with injuries, Coach George Prouse's boxing squad of 1950-51 nevertheless established one of the greatest seasons ever recorded in the Cal Poly fistic annals.

Paul Fischbeck, 145 pound welterweight contender from Inglewood led the way, losing but three of nine fights. Included in his list of losses were two that especially hurt the diminutive battler. One to Bob Dossey (UCLA) on a split decision in the finals of the annual Inter Mountain tournament at Pocatello, Idaho. The final defeat came in the last round of the Sacramento PCI tourney to Norm Walker, Idaho.

Returning lettermen on the squad were Fischbeck, Bill Lidderdale, John Elder, Leon Jackson, Bob Spink, and Art Guglielmelli. Newcomers Jim Elam, Preston Harris, Pinkard Bedford and Stan DeSylvia were also a big help to the Mustang's winning ways.

Fans and punches go wild as Cal Poly's Mustangs make a home appearance against the San Francisco Gators. Bill Lidderdale is shown decisioning Warren Albe of the Bay City school.
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<th>SEASON RECORD</th>
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Bill Lidderdale looks for an opening against Eli Thomas defending PCI 165 pound champion in the first round of the annual collegiate boxing tournament. Lidderdale lost on a close decision.

Paul Fischbeck hooks a right into the face of California's Bill Sapsis. Poly's battling 145 pounder took a unanimous decision in the first round of the PCI. Fischbeck was finally eliminated from welterweight competition by Norm Walker of Idaho State.
wrestling

Paul Johnson, wrestler, piano player, hurdler, pins opponent during first round of Inter-school tournament below. Johnson went all the way to win the 165 novice crown.

Jim Dowe, Cal Poly studentbody president who doubled as PCI 167 pound champion this season. Dowe won the Pacific Coast Inter-collegiate trophy by a unanimous decision over Bill Mosby, Oregon State's defending title-holder. What made Dowe's feat even more remarkable is the fact that he did not join the squad until midway through the season.
Referee Weber Lawson moves into action as a Mustang grappler gives his all in a heated session against San Francisco State. Poly’s Joe Binggeli holds the upper hand at present.

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Art Alvarex puts finishing touches on Kenn Seublin of San Francisco State as the Mustangs took a 34-0 shutout from the visiting Gators. The afternoon Crandall gym event was one of the local’s best performances of the year.
Below, John Aitkins, ace Mustang diver, goes into one of his many diving board antics.


SEASON RESULTS

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Santa Maria JC
Fullerton JC
Santa Maria JC
UCLA
University of Arizona
San Francisco State
Stanford University
Santa Clara University

swimming

DICK ANDERSON
coach
Jack Stolshek prepares to take shot at elusive goal as the Mustangs drop a heartbreaker to Fullerton JC. The Hornets won, 6-1.

water polo

SEASON RECORD
Third Place Fullerton Tournament

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Los Angeles State
UCLA
Fullerton JC
Los Angeles State
Santa Clara
Stanford University


Action was fast and furious as the Mustangs dropped Los Angeles State college 18-2 in the local pool. Stolshek, Sisson and Lou led the way.
Jim Corbett, left, and Ken Waltz display the doubles form which made them top contenders on CCAA courts this season. Waltz played his second year of competition while rapidly improving Corbett was in his freshman year.

Dave Ziemer, former Compton CC and Santa Barbara high school star, joined Coach Gene Smith's squad this season and developed into one of the best in CCAA competition.

1951 TENNIS RESULTS

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Fresno State college
Santa Barbara college
Santa Barbara college
San Luis Obispo Tennis club
Santa Barbara Tennis club
The local linksmen, under the direction of coach Don Watts, completed a very successful season, dropping only two of their nine matches, one to San Jose and one to Stanford.

The Morro Bay golf course provided the playing greens for all home contests.
Coach Jim Jensen assumed the role of the man who had to watch his pockets being picked without being able to call for help this season. A coach who could readily boast one of the strongest track teams on the coast on paper last fall was ready to settle for anything short of last place in CCAA ranks by May. The selective service had left him no choice. To make matters worse an unfortunate accident cost him his best hurdler in Paul Johnson, a leading 440 man in Jim Houston, and an outstanding dash contender in Preston Harris.

John Gay, Doss Sims, and Paul Johnson go over the highs as the three outstanding hurdlers prepped for a coming weekend meet. Johnson's brilliant career was cut short this season when he suffered severe injuries in an auto accident following the Fresno meet.

COACH JIM JENSEN

"Losing the men hurt. Losing the meet followed automatically."
Les Sammon, caught in his specialty the 220 lows.

Kelly Hylton one of the leading Poly javelin men in history and a strong contender for the CCAA weight crown.

As track season moved toward the CCAA championships in San Diego, Kelly Hylton, Doss Sims, Dub Carter, Max Garver, Cliff Por­egien looked to be the only Poly hopes in the scoring columns. All have shown flashes of brilliance during the season but none have been too consistent.

Bespectacled Jim Houston, had to stage a comeback following the costly Fresno accident. He promises to be one of the best 440 men on the local oval next season.

Dub Carter was eyeing the conference 440 championship as time for the San Diego State hosted finals drew near. He also ran the relay and 220 events.

Up and over, Doss Sims clears the six foot mark consistently. One of the greatest all around athletics on the Poly campus, Sims won his letters in both basketball and football besides track.
baseball

Filling in with hustle what they lacked in experience, Coach Bob Mott's 1951 Mustang nine shows promise of running up one of the greatest seasons on record. With six games, all CCAA contests remaining on the slate, the locals had won 19 while losing 5. Third place was their current resting place on the conference ladder.

Coach Bob Mott surveyed the Cal Aggie infield before the Mustangs took to the field and won their fifth straight Poly Royal game.
San Diego State's Art Preston smashes a drive back towards pitcher Frank Romero as the Aztecs and Mustangs split in a CCAA doubleheader.

Coach Bob Sevier, center, talks pitching troubles over with able student Wick Kathan.

The Mustangs take to the road for a seven day swing through Southern California. In their first collegiate outing of the season, Coach Bob Mott's nine won all seven of their road games.

Lefty Don Lund continued to anchor the infield for the second straight season. The smooth fielding first baseman is definitely the best glove operator ever seen on the local diamond. Cliff Cracknell at second, Joe Mueller in the short field, and Dick Morrow at third rounded out the big four.
Pepperdine Waves stage a late inning rally to win a local Poly encounter, 4-3.


Bill Roberts who started the season at third, found himself behind the plate with the season but a few games old. Roberts who at one time caught for Santa Ana JC held up under the task. He was ably backed by Nash Fernandez and Ken Wilson.
"Watch those spikes," bellows Poly's Don Lund as he heads for the dugout following a slight mishap at first base.

In the outer pastures where old timers say the games are won and lost, Mott came up with a brilliant threesome. Dick Buhlert, convert pitcher, held down left field. Jim Sampson, one of the brightest stars to ever show on the Poly diamond, roamed center, and Ray Carricaburu, two year letterman, was at his old post in right.

Bill Roberts, catcher-infielder, did everything but entertain the baseball team on road trips. His rifle arm saved the Mustangs backstopping department.

Ray Carricaburu, sans baseball cap, fails to beat throw to first as Aztec firstbaseman goes high for ball. Mustangs dropped two out of three to the borderland nine.
A mound corps which looked weak at the beginning of the season, improved to the point of almost gaining a lustre as the season wore on. Big right-hander Frank Romero paced the way as he stopped them cold with his high hard one. Bud Bauhofer and John Rubcic were right behind, turning in excellent pitching performances when they were most needed.

The starting three were backed by relievers George Mitchell, Wick Kathan, Dick Thompson, and Jim Ellis. Jimmy Sampson and Dick Brlhert were capable of leaving their outfield posts and taking over on the mound when needed.
Poly Stadium...where the unexpected was always expected and few fans went home disappointed. The home of a group of hustling rookies who almost took the CCAA by surprise this season.

A manager, coach, and physical education director, all wrapped into one, Coach Bob Mott gives between-inning instructions to players. In the background Nash Fernandez, Dick Thompson and Ray Carricaburu discuss signals.
off campus

TYPOGRAPHY
BY Morneau

TICHNOR & COSTELLO

CALIFORNIA YEARBOOK GUILD

STEW SPECIAL
15c
AT STEVE'S DINER
The modern office of MAINO CONSTRUCTION CO.
San Luis Obispo. General contractors since 1888.

Complete home furnishings like those shown are being delivered by YOURS AND MY FURNITURE STORE to Poly homes every day of the year.
Pictured in the San Luis Obispo headquarters of the KIRDY HOME RENOVATOR AND VACUUM. "Where there's pride there's a Kirby."

Ted Trusdell "fills 'er up" while Poly students Don Mincy, Larry Madsen and Herb Pearce look on. A special discount for Poly students at H. Wills Norwalk Station. Friendly, courteous service.

1088 higuera

James and Hubert Brown are learning the advantages of buying the large economy size Jeris hair tonic from Doris Snyder.

1226 osos

hotel drug store    anderson hotel building
J. B. Dewar, distributor for Norwalk Petroleum products and Conoco motor oils and greases... 1088 higuera

Shown decorating a cake is Mrs. Buchan of the DELITE BAKERY. DELITE specializes in fine danish pastries and wedding cakes with personalized decorations.

Finest in lumber and building supplies. Quick service on mill and cabinet work.
Diane Engle, Margett Murphy, and Nora Kastning are using ingredients supplied by RAND HALPIN CO. of San Luis Obispo. All ingredients pictured are supplied fresh daily by the company.

228 santa barbara


278 santa rosa

The modern Studio Girl cosmetics store. A complete line of beauty supplies. Dorothy Barnett, distributor.

781 higuera
Examining the new high powered engine in the new 1951 Studebaker are Hal De Orian and Dick Yraceburn. Banning Garrett is pointing out a few of the extra features of this new Studebaker that will help many Poly students to have a safer and more comfortable ride home on weekends.

Garrett motors
1219 Monterey

A swell seafood dinner for your parents or girl friend—on the blue Pacific. Also a cocktail lounge. Your host—Harry Amsel.
Morro Bay

407 fifth st.

dyer's
variety store

Home ware and Sundries
San Luis Obispo

750 higuera

forden's hardware

Zane Grimm and Ted Fujimuto being shown a sander from Forden's stock of fine hand tools by Wilson Gregory. 1033 chorro

dicky bros.

A beautiful, lasting finish on your car as demonstrated by Chuck Dicky for Ken Zuck and Floyd Crosby. 1234 broad
harmony valley creamery

991 nipomo

Watching the cheese making process of the HARMONY VALLEY CREAMERY are Don Bagby and Alan Armstrong. Explaining the process is foreman Roger Thorndyke.

universal auto parts

969 monterey

Jim Carroll inspects fine quality hand tools at UNIVERSAL AUTO PARTS. Fred Bovee, manager of Universal Auto Parts and Gerard Doser are behind the counter.

brown’s music store

717 higuera

For the latest in records and sheet music see BROWN’S MUSIC STORE. Shown are Gil Brown, manager and Cal Poly student Grant Wheeler.
cal photo supply

Jack Gabriel, Douglas Westphal and Norm Rose are receiving a super sales talk from Midge Willett about the qualities of one of the many cameras from Cal Photo.

899 higuera

maddalena tire co.

The location is new but the service is the same. Chevron gas, oil, car wash, recapping. Special rates to Poly students. You'll find all these at Maddalena's.

higuera and osos
Poly students Jose Zamora, Chick Dofflemyer and Lloyd Fellows get a tip on appropriate greeting cards from Renee'. See Gabby Book Store for student and office supplies.

gabby book store 1040 chorro

deke thresh

Deke Thresh points out some of the rugged and distinctive features of the new Ford truck to Bill Lidderdale, rugged Poly pugilist.

hickenbottom's

Mrs. Epp shows Harlan Bishop the latest in Maytag Automatic Washers. Dependable sales and service on home appliances.
What you need, when you need it, and at a price you can afford is standard practice at California Park Grocery. Showing some canned goods to Poly student R. K. Davis is Paul Nolting, owner of the California Park Grocery.

Peerless Bakery
Supplying the El Corral and the chow halls with the best Morning Fresh bread is George Goodwill.
584 Higuera

Fitzgerald Insurance
Maurice Fitzgerald points out the benefits of automobile insurance policies to J. Gilbert Fossett, Poly student.
852 Higuera
For the student who needs a new or used desk, or any furniture, the man to see is pictured here. He is Art Albrecht of ALBRECHT'S FURNITURE. Also pictured is Frank White.

Student James Hanan is getting the straight scoop from Harry Mock on the features of the new J.C. Higgins guns on display in the sporting goods department at Sears, Roebuck and Co. For many years, Sears has supplied Poly students with the best in all lines of sporting equipment, and other essentials for our college men.

albrecht's 2211 so. broad
furniture exchange

sears roebuck and co.

Excuse me while I answer the telephone says T. Kilker, leaving E. Villa to admire the Delco battery he has just purchased. E. Martin is telling W. Meyer, there is nothing better than Casite for your car.
Many of the big construction jobs on the Poly campus as well as other jobs throughout California are handled by the MADONNA CONSTRUCTION CO.

Looking over the latest in office machines displayed at Johnny Nelson's are Ken Whitney and Johnny Nelson.

Bob Wendt and Leo Hanes inspect the versatile GMC pickup at KIMBALL MOTORS.
Joe DeWees, Poly student tries on Poly Jackets while John Ailken helps and George Finn and Herman Udkoff look on. Make Beno's your home away from home.

beno's
1019 morro

lewis' farm equipment
205 higuera

Saleslady Cherie Ganzer fits Poly wife Dorothy Crandall with one of the fine quality coats available at Margaret McNeil's exclusive dress shop.

margaret mcneil's style shop
856 higuera
Roy Buck, manager of E. C. Loomis & Sons points out some of the special features in their new feed mill to John Donn and Jim Tanji. Let E. C. Loomis make your feeds the modern way by laboratory control, for better production thru the science of nutrition.

Elmer Shith shows to Bob Tomlinson what all Poly students would like to have when it comes time to type that term paper or thesis. The TYPEWRITER SHOP has the latest in office equipment as well as typewriters and adding machines.

The sign of dependability for 75 years.
Getting a free lesson on the operation of a Laundromat washer is Dave Dixon, Cal Poly student. Instructors are Mr. and Mrs. Charles F. Gonter, owner and operators of the Laundromat of San Luis Obispo.

laundromat half-hour laundry 675 higuera

mcmahan furniture co.

Mr. Herriman of McMahans explains the many convenient features of the famous Crosly refrigerator. McMahan's carries a complete line of appliances and home furnishings.

sandercocck transfer co. 855 marsh

Modern office building of Sandercock Transfer Co., local and long distance moving. Modern storage facilities. Dependable service since 1872.

1708 beach
b & h drug

Shown buying a bottle of hair oil is Frank Kerker of Mustang basketball fame. The B & H carries a complete line of all drug needs for Poly students.

951 higuera

booth bros.

Dependable sales and service on fine Dodge motor cars and trucks by Booth Bros.

1103 higuera

kvec

Pictured is the new modern home of San Luis Obispo’s own KVEC. An affiliate of Mutual Don Lee.

hill & mountain view
Tony Vasques is talking over his problem of insurance with Mr. Allen Mobley of the Title Insurance and Trust Co. This company handles all problems of escrow, title search and title insurance.

dante's
Poly students are always thirsty and many find the answer to their thirst at DANTE'S.

title insurance and trust co
777 higuera

kipper's
women's apparel
853 higuera

For the clothes of style and quality it's KIPPER'S. Receiving the latest word on fashions is Bernice Reed. Instructor is Marie Mattocks. Looking on is Mrs. H. E. Schulz.
Putting the finishing touch on a customer's car are Willie Duncan and Jimmie Poole of JIMMIE AND KELLY'S AUTO LAUNDRY, who specializes in waxing and porcelainizing your car.

**kelly car wash**
1155 higuera st.

Poly students find excellent food and prompt service at the BEE HIVE, one of SLO's most popular eating places.

**bee hive cafe**
887 monterey

For a quiet, restful nights sleep its the El Carlos Motel. San Luis Obispo's newest.

**el carlos motel**
1216 archer
standard motors

The home and service headquarters of Oldsmobile, Cadillac and International Trucks.

1710 monterey

picture shop

For all your photofinishing needs it's the P I C T U R E SHOP. Rapid service. Reasonable rates.

1371 monterey

Maria Griffith, Poly wife, models a four piece suit—budget priced—exclusive with RILEY'S

riley's

749 higuera
Pat Morrison and friend get the low-down on books and supplies from Donald Molzahn, Mrs. Young and Ed Spuhler at El Corral Bookstore.

Shown are Poly students registering at the Hotel Wineman. Behind the counter is Mr. R.E. Stevens, manager who says "Rest assured at the Hotel Wineman."

For your surveying, engineering or building construction requirements see Pacific Engineers.

857 palm
The best homemade ice cream and pie is the drawing card at BOODY'S where Cal Poly students gather for good times and good food.

Whether it's Poly Royal, the Christmas Formal, or just a nice day, you can always find flowers to fit the occasion at Wilson's Flower Shop. Ready to ring up another satisfied sale to a Poly student is Lois Hickenbottom.
davidson's furniture store

Sherman Call and Jim Caracciol are shown relaxing on one of Davidson's many divans. Davidson's specializes in furniture, floor coverings and drapes.

billie's toy and baby shop

Alice Hillman displays one of the fine quality children's garments available at Billie's Toy and Baby Shop for Poly wives, Jayma Engle and Jo Tarabula, and sons David and Skip.

knuds shop

Pictured are Knud Clausen and Alex Schwiderski, local cobblers. Knuds specializes in leather supplies of all kinds.
master development plan

california state polytechnic college